

McKenna, Bridget

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From: Sirota, Robin  
Sent: Tuesday, October 11, 2016 9:29 AM  
To: Slyman, Sherri; McKenna, Bridget  
Subject: Political orders for start tomorrow  
Attachments: MO-FAIRTAX-KSD.pdf; MO-FAIRTAX-KSLZ.pdf; MO-FAIRTAX.pdf

**Thank you,**  
**Robin Sirota**

Senior Account Executive

iHeartMedia St. Louis

**Z107.7 KSLZ-FM, 93.7 The Bull-KSD-FM, 103.3-KLOU-FM, The Beat 100.3-KMJM-FM**

**104.9 WILD KBWX-FM Hallelujah 1600-KATZ-AM 103.7 UP**

**314.333.8040**

**1001 Highlands Plaza Drive West Suite 200 | St Louis | MO I 63110**

**[robinsirota@iheartmedia.com](mailto:robinsirota@iheartmedia.com)**

*iHeart Media reaching a quarter billion consumers every month.*

*Radio/Digital/Outdoor/Mobile/Social/Events*

# New Order

<b>Media:</b> Radio	<b>Market:</b> St. Louis	<b>Billing To:</b> Thompson Communications, Inc.
<b>Client:</b> Missourians for Fair Taxation	<b>Demo:</b> Adults 35+	200 West Jefferson
<b>Product:</b> Media	<b>Separation:</b> 30	Marshfield, MO 65706
<b>CPE:</b> //314	<b>Flight Start:</b> 10/12/16	<b>AE:</b> Robin Sirota
<b>Description:</b> Missourians for Fair Taxation Radio Oct 12-18	<b>Flight End:</b> 10/18/16	<b>Phone:</b> 417-859-5428
<b>Rep:</b>	<b>Sales Office:</b>	<b>Fax:</b>
<b>Version:</b> 1	<b>Survey:</b>	
<b>Comments:</b>		

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	10/12	10/13	10/14	10/15	10/16	10/17	10/18	Total Spots	Adults 35+ RTG	CPP
1	WThF,MTu 6:00A-10:00A	AM	\$225.00	C 60	2	2	2	0	0	2	2	10		
2	WThF,MTu 10:00A-3:00P	MD	\$250.00	C 60	3	3	3	0	0	3	3	15		
3	WThF,MTu 3:00P-7:00P	PM	\$300.00	C 60	2	2	2	0	0	2	2	10		
<b>Total Spots:</b>					7	7	7	0	0	7	7	35		
<b>Total GRP/GIMP(000):</b>					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots
10/2016	\$9,000.00 - 35	\$0.00 - 0	\$9,000.00 - 35

<b>Total Gross Cost:</b>	\$9,000.00	<b>Total Gross CPP:</b>	\$0.00
<b>Total Net Cost:</b>	\$7,650.00	<b>Total Net CPP:</b>	\$0.00

# New Order

<b>Media:</b> Radio	<b>Market:</b> St. Louis	<b>Billing To:</b> Thompson Communications, Inc.
<b>Client:</b> Missourians for Fair Taxation	<b>Demo:</b> Adults 35+	<b>Vendor:</b> KSLZ-FM
<b>Product:</b> Media	<b>Separation:</b> 30	<b>AE:</b> Robin Sirota
<b>CPE:</b> //314	<b>Flight Start:</b> 10/12/16	<b>Phone:</b> 417-859-5428
<b>Description:</b> Missourians for Fair Taxation Radio Oct 12-18	<b>Flight End:</b> 10/18/16	<b>Fax:</b>
<b>Rep:</b>	<b>Sales Office:</b>	
<b>Version:</b> 1	<b>Survey:</b>	
<b>Comments:</b>		

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	10/12	10/13	10/14	10/15	10/16	10/17	10/18	Total Spots	Adults 35+ RTG	CPP
1	WThF,MTu 6:00A-10:00A	AM	\$225.00	C 60	2	2	2	0	0	2	2	10		
2	WThF,MTu 10:00A-3:00P	MD	\$250.00	C 60	2	2	2	0	0	2	2	10		
3	WThF,MTu 3:00P-7:00P	PM	\$300.00	C 60	2	2	2	0	0	2	2	10		
<b>Total Spots:</b>					6	6	6	0	0	6	6	30		
<b>Total GRP/GIMP(000):</b>					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots
10/2016	\$7,750.00 - 30	\$0.00 - 0	\$7,750.00 - 30

<b>Total Gross Cost:</b>	\$7,750.00	<b>Total Gross CPP:</b>	\$0.00
<b>Total Net Cost:</b>	\$6,587.50	<b>Total Net CPP:</b>	\$0.00

# New Order

**Media:** Radio  
**Client:** Missourians for Fair Taxation  
**Product:** Media  
**CPE:** //314  
**Description:** Missourians for Fair Taxation  
 Radio Oct 12-18

**Market:** St. Louis  
**Demo:** Adults 35+  
**Separation:** 30  
**Flight Start:** 10/12/16  
**Flight End:** 10/18/16

**Vendor:** KLOU-FM

**Billing To:** Thompson Communications, Inc.  
 200 West Jefferson  
 Marshfield, MO 65706

**AE:** Robin Sirota

**Phone:** 417-859-5428

**Fax:**

**Rep:**  
**Version:** 1  
**Comments:**

**Sales Office:**  
**Survey:**

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	10/12	10/13	10/14	10/15	10/16	10/17	10/18	Total Spots	Adults 35+ RTG	CPP
1	WThF,MTu 6:00A-10:00A	AM	\$250.00	C 60	1	1	1	0	0	1	1	5		
2	WThF,MTu 10:00A-3:00P	MD	\$300.00	C 60	3	3	3	0	0	3	3	15		
3	WThF,MTu 3:00P-7:00P	PM	\$300.00	C 60	2	2	2	0	0	2	2	10		
<b>Total Spots:</b>					6	6	6	0	0	6	6	30		
<b>Total GRP/GIMP(000):</b>					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		

Month	Cash\$-Spots	Trade\$-Spots	Totals\$-Spots
10/2016	\$8,750.00 - 30	\$0.00 - 0	\$8,750.00 - 30

<b>Total Gross Cost:</b>	\$8,750.00	<b>Total Gross CPP:</b>	\$0.00
<b>Total Net Cost:</b>	\$7,437.50	<b>Total Net CPP:</b>	\$0.00

McKenna, Bridget

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From: Sirota, Robin  
Sent: Tuesday, October 11, 2016 9:27 AM  
To: McKenna, Bridget  
Subject: FW: Missourians for Fair Taxation orders  
Attachments: MFTStorm Prevention v3 MFT-01R-16, 10-7-16.mp3; Mo for Fair Taxation.pdf  
  
Importance: High

**Thank you,  
Robin Sirota**

Senior Account Executive  
iHeartMedia St. Louis

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*iHeart Media reaching a quarter billion consumers every month.  
Radio/Digital/Outdoor/Mobile/Social/Events*

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From: Emily Peck [<mailto:emily@thompsoncommunications.net>]  
Sent: Tuesday, October 11, 2016 8:56 AM  
To: Emily Peck <[emily@thompsoncommunications.net](mailto:emily@thompsoncommunications.net)>  
Subject: Missourians for Fair Taxation orders  
Importance: High

Good morning! I submitted a new order for Missourians for Fair Taxation for 10/12-10/18. Political forms are attached. Please run the attached spot "Storm Prevention" 100% until further notice. Payment will be sent via credit card this morning.

Please let me know if you need anything from me.

Thanks!

Thank you,

Emily Peck  
Vice President  
Media Services  
Thompson Communications, Inc.  
Patrick Media  
417-859-5428 - Office  
417-839-1158 - Cell

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Emily Peck, Thompson Communications, Inc  
do hereby request station time concerning the following issue:

<u>Amendment 4</u>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<u>Sel</u> <u>order</u>			

This broadcast time will be used by: Missourians for Fair Taxation

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

Missourians for Fair Taxation  
573-864-9672

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

John Sebree, Treasurer



**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

10-11-16      Emily Peck, TGD      417-859-5428  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title

### AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.